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## Interbrand Schechter

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September 13, 1996

Ms. Amy Wheelock  
Philip Morris USA  
120 Park Avenue  
New York, NY 10017.5592

Dear Amy,

It was a pleasure meeting with you, Pascal and Anne on Wednesday for the Project TYSON interim naming presentation.

We certainly appreciate the time everyone devoted to the meeting, and we're pleased that the team has identified a range of preferred names and concepts from our work to date. As discussed, we will consider the following names to be potential candidates for progression into our next program phases:

<b>Brass</b>	<b>Indigo</b>	<b>Spiro</b>
<b>Cal</b>	<b>Radar</b>	<b>Tone</b>
<b>Cobalt</b>	<b>Slate</b>	<b>Tye</b>

Per the meeting, we will keep in mind the following concepts and direction as we generate names for the upcoming second naming presentation:

- Continue to develop names which are suggestive of the menthol cigarette's key attributes and imagery (e.g. multi-dimensionality, color, swirl/mood concept, etc.).
- Continue to focus on names that have a strong, masculine tonality.
- Continue to focus on names that have 'staying power'.
- Bearing in mind that the packaging and advertising for this brand are high-concept, focus on names that will 'pull the brand back' in the eyes of the consumer.

Also, as per yesterday's conversation, we have conducted preliminary screens on the names *Club Blue*, *Lynx* and *Triton*. Based on the screens, *Club Blue* and *Triton* appear legally viable in Class 34 (Smokers' Articles), and we will include these two names among the candidates for progression into next steps.

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Additionally, we have also scheduled four Nometrics™ qualitative evaluation groups for Wednesday, September 18th. The groups have been scheduled as follows:

<u>Location</u>	<u>Respondents</u>	<u>Time</u>
New York	10 male <i>Newport</i> smokers 18-29	6:00 PM
New York	10 female <i>Newport</i> smokers 18-29	6:30 PM
Chicago	10 male <i>Newport</i> smokers 18-29	6:00 PM
Chicago	10 female <i>Newport</i> smokers 18-29	7:00 PM

Again, we certainly invite you and your colleagues at Philip Morris and Young & Rubicam to attend the sessions.

The fees to conduct the four qualitative sessions and to deliver our analysis of the evaluation findings are \$20,000 total, including all respondent costs, recruitment costs, honorariums, etc.

Thanks again for awarding us the qualitative research assignment. We look forward to meeting with you for the second naming presentation, scheduled for Tuesday, September 17th at 3:00 PM. We will also be in touch with you to confirm a meeting time for the final presentation, scheduled for Monday, September 23rd, and to forward the Nometrics™ methodology for your review.

In the meantime, please feel free to give us a call if you have any questions.

Sincerely,



Steven J. Wolf  
Account Executive

cc: Pascal Fernandez, Philip Morris USA  
Jonathan Bell, Interbrand Schechter  
Tamara Rosenthal, Interbrand Schechter  
IBS Naming Staff

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